



# Quality Physical Education (QPE) Workshop

29 & 30 September 2016 - UNESCO Headquarters, Room XVI

## Checklist on the national QPE communication strategy

to be completed by the pilot countries



Country: Mexico

Representatives' names: Lucero Rodriguez

Please fill in the form below, based on the existing or in progress QPE national communication strategy. This will be useful to identify the strengths, weaknesses, opportunities and threats of the current communication framework around QPE and help the workshop participants to focus on responding to the specific needs of the QPE pilot countries.

QUESTIONS		REPLIES		COMMENTS
		YES	NO	
<b>National communication framework around PA and PE</b>				
1	Are there communication campaigns around the importance of physical activity (PA) and physical education (PE) already existing at national level?	X		The communication campaigns in the country are related to the promotion and the importance of being physically active in the community. These campaigns are implemented at National and State level.
2	If so, are the communication tools already in place regarding PA and PE adaptable to the QPE communication strategy?	X		We have defined the communication tools. The Massive communications tools include TV, Radio and the electronic tools include internet and social media.
3	Are there clear strategies in place for communication which promote inclusion within physical education, e.g. for school-aged girls and persons with disabilities, and those from minority groups?		X	We recognize that the inclusion is an important social value and therefore we are planning to include it in our communications strategy.
<b>Communication strategy</b>				
5	Has the national team engaged in the QPE gone through the generic communication strategy on QPE developed by UNESCO HQ?	X		
6	Has the participation of your country in the QPE policy project already been publicly communicated somehow?		X	The program is planned to be launched in October 2016.
7	Have engaged national stakeholders elaborated or started working on a national QPE communication strategy indicating the key communications activities, budget, resources allocated to the delivery the strategy?		X	
<b>Communication channels</b>				
8	Are the engaged national stakeholders in contact with the local/ national press networks regarding QPE?		X	
9	Is it planned that the engaged national stakeholders give interviews on the QPE policy project at national level?	X		
10	Have the targeted audiences been already mapped?	X		
11	Have specific communication channels been defined for each specific target group?	X		

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12	Has a promotional campaign using different media resources including the internet, newspapers, television, radio, or print advertising and billboards been already planned?	X		We are matching the project activities with a couple of communication channels such as internet and radio.
13	Could the existing accounts n social of the stakeholders and organizations/ institutions engaged in the QPE o networks be used to spread the QPE message?	X		
<b>Events</b>				
14	Are there any sport contest or sport event planned nationally and which could be an opportunity to promote the QPE policy project at local or national level?	X		
15	Is there a national day dedicated to Sport?	X		April 6 <sup>th</sup>
<b>Stakeholders mapping</b>				
16	Has a mapping of all the actors and stakeholders that could be involved in the QPE promotion been established?	X		We have the first draft of activities and working on mapping once we reach an agreement with the team members.
17	Have potential local partners which could provide visibility to the QPE project been identified/contacted?	X		We are planning to contact them soon
18	Have national and local athletes been contacted to be the spokespersons of the QPE policy project?		X	The national ambassador has been identified and local athletes are going to being contacted as part of the ambassador's communication campaign
19	Have universities, high schools, schools been contacted to raise public awareness within this specific audience?		X	
20	Could national and local public organizations (e.g. ministries, agencies, administrations etc.) help develop and enhance the national QPE communication strategy?	X		
21	Do research networks exist at local, national, and/or international levels that can play a role in informing advocacy? If so, have they been contacted/identified?	X		Physical activity research networks are scarce, however representatives of the scientific community are being considered as members of the TWG as communications advisors
22	Has the national young ambassador - kindly recommended by the IOC - already been contacted with regards to potential QPE communication actions amongst young people?	X		He has opened two social media accounts (Twitter and Facebook) and may do some promotion at schools
<b>Communication evaluation</b>				
23	Are there means at your disposal to measure the impact of the existing or forthcoming communication actions on QPE?		X	
<b>Budget</b>				
24	Have the eventual costs related to communication been budgeted?		X	
25	Could national partners practically support the implementation of the national QPE communication strategy?	X		

Considering the above answers and your analysis of the existing/ in progress national QPE communication strategy, which are, according to you, the existing or potential strengths, weaknesses, opportunities and threats<sup>1</sup> regarding the good implementation of a national QPE communication strategy in your country?

**Strengths:**

The strengths include that as MoH we have a strong experience in the implementation of communication campaigns and thus we have very well defined communication channels actions and strategies. As well as several partners or allies at the national and state level that support the communications of the MoH interventions.

**Weaknesses:**

The weaknesses are the lack of resources for research and comprehensive evaluation and in the area of communications the messages are not always consistent and aligned to the needs of the country.

**Opportunities:**

To engage with the potential private partners, to develop a comprehensive evaluation system and to collaborate in a coordinated manner with other sectors to strengthen capacities.

**Threats:**

The lack of willingness of the key stakeholders to cooperate

**Have you already thought of a calendar with specific communication actions? If so, which ones?**

This is a work in progress

**Is there any specific aspect mentioned above would you need advice or suggestions on during the workshop? If so, please explain.**

No

**Is there any specific point related to the communication strategy you would like to share advice or lesson learnt on? If so, please explain.**

No

Please return the completed form to [m.leroy@unesco.org](mailto:m.leroy@unesco.org) by **Thursday 22 September COB** (Paris time). Thank you for your contribution.

<sup>1</sup> E.g. in terms of human/ financial/ logistical/ intellectual resources, internal procedures, risks of delayed implementation, opportunities of partnerships, in-kind contributions, etc.

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